

~~ABSTRACT OF THE DISCLOSURE~~

To provide a service providing system which allows the user to easily receive service, which allows the user to receive not only information providing service but a variety of service, and which can flexibly handle a change in condition. A virtual-object management apparatus 100 associates object information related to the shape and the location of a virtual object with service information and stores them, and sends the object information and the service information stored in a virtual-object management DB 42 to a digital camera 300 in response to a transmission request sent from the digital camera 300. When the digital camera 300 determines from the obtained location information and the received object information that the digital camera 300 is disposed in the inside area of the virtual object identified by the shape and location of the virtual object, it executes an action corresponding to the virtual object, according to the received service information.